This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for making a recommendation in a lifestyle recommendation machine, the method comprising the steps of:

generating a user profile based on explicit and/or implicit directions of a user;

making a recommendation for an item, service, and/or event based on the user profile;

and

reporting the recommendation to the user through [[an]] <u>a celebrity</u> agent <u>while</u> simultaneously displaying an image of the celebrity agent.

- 2. (Original) The method of claim 1, wherein the recommendation is a recommendation of television programming.
 - 3. (Cancelled)
- 4. (Currently Amended) The method of claim 1, wherein the reporting stepeomprises displaying image is a video of the celebrity agent and the reporting step comprises playing accompanying audio which announces the recommendation.
- 5. (Currently Amended) The method of claim 1, wherein the reporting stepcomprises displaying image is a still image of the celebrity agent.

- 6. (Original) The method of claim 5, wherein the reporting step further comprises displaying a textual message which announces the recommendation.
- 7. (Original) The method of claim 5, wherein the reporting step further comprises playing accompanying audio which announces the recommendation.
- 8. (Currently Amended) A lifestyle recommendation device comprising: means for generating a user profile based on explicit and/or implicit directions of a user; means for making a recommendation for an item, service, and/or event based on the user profile; and

reporting means for reporting the recommendation to the user through [[an]] a celebrity agent while simultaenously displaying an image of the celebrity agent.

- 9. (Original) The device of claim 8, wherein the lifestyle recommendation device is a television programming storage device.
 - 10. (Cancelled)
- 11. (Currently Amended) The device of claim 8, wherein the reporting meanscomprises means for displaying image is a video of the celebrity agent and the reporting step
 comprises playing accompanying audio which announces the recommendation.

- 12. (Currently Amended) The device of claim 8, wherein the reporting means comprises means for displaying image is a still image of the celebrity agent.
- 13. (Original) The device of claim 12, wherein the reporting means further comprises means for displaying a textual message which announces the recommendation.
- 14. (Original) The device of claim 12, wherein the reporting means further comprises means for playing accompanying audio which announces the recommendation.
- 15. (Currently Amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for making a recommendation in a lifestyle recommendation machine, the method comprising the steps of:

generating a user profile based on explicit and/or implicit directions of a user;

making a recommendation for an item, service, and/or event based on the user profile;

and

reporting the recommendation to the user through [[an]] <u>a celebrity</u> agent <u>while</u> simultaneously displaying an image of the celebrity agent.

16. (Currently Amended) A computer program product embodied in a computerreadable medium for making a recommendation in a lifestyle recommendation machine, the computer program product comprising: computer readable program code means for generating a user profile based on explicit and/or implicit directions of a user;

computer readable program code means for generating making a recommendation for an item, service, and/or event based on the user profile; and

computer readable program code means for generating reporting the recommendation to the user through [[an]] a celebrity agent while simultaneously displaying an image of the celebrity agent.

17. (Currently Amended) A method for making a recommendation in a lifestyle recommendation machine, the method comprising the steps of:

substituting a user profile based on explicit and/or implicit directions of a user with a celebrity profile of a celebrity;

making a recommendation for an item, service, and/or event based on the celebrity profile; and

reporting the recommendation to the user through a celebrity agent while simultaneously displaying an image of the celebrity agent.

- 18. (Original) The method of claim 17, wherein the substituting step comprises downloading the celebrity profile from an external source.
 - 19. (Cancelled)
 - 20. (Cancelled)

- 21. (Currently Amended) The method of claim [[20]] 17, wherein the reporting step comprises displaying image is a video of the celebrity agent and the reporting step comprises playing accompanying audio which announces the recommendation.
- 22. (Currently Amended) The method of claim [[20]] 17, wherein the reporting stepeomprises displaying image is a still image of the celebrity agent.
- 23. (Currently Amended) The method of claim [[22]] 17, wherein the reporting step further comprises displaying a textual message which announces the recommendation.
- 24. (Currently Amended) The method of claim [[22]] <u>17</u>, wherein the reporting step further comprises playing accompanying audio which announces the recommendation.